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"DEFINITELY DOWNTOWN" MOUNTAIN VIEW

Downtown Mountain View is known for its diversity of restaurants as well as R&D start-ups such as [Netscape](#), [Teneros](#), [Meebo](#), [Vello](#) and many more. Over the years, these uses have ignited the downtown and it has become a haven for unique independent businesses. Downtown Mountain View has carved out its niche as a youthful (at heart for some patrons!), web 2.0, wireless, trend-setting center of the community. One missing ingredient to a well rounded downtown has been the astute absence of retailers. In search of the answer as to why that is, staff uncovered that retailers targeting the downtown have been unable to compete for and find affordable tenant spaces. As a result, in 2004, the City Council approved policy changes that set out to preserve tenant spaces for retailers in an effort to diversify uses and job opportunities downtown, and to provide a variety of shopping options for residents and visitors.

To compliment these efforts, the City's Economic Development team established a multi-media grass-roots campaign. The Campaign was implemented in phases:

- 1). Networking and word of mouth marketing;
- 2). Print material;
- 3). Business outreach; and
- 4). Web based marketing.

As a result, Downtown is now home to [The Home Gallery](#), [Boutique 4](#), and [Therapy](#). In addition, the web based marketing efforts led to the creation of new web-based resource for business owners who might need assistance when starting up. In summary, the combination of these efforts has led to a thriving diverse and unique downtown with over 300 businesses that provide job opportunities, contribute to the City's tax base, and enhance the quality of life for residents and visitors alike.

If you would like to learn more about Downtown Mountain View, please check out these links!:

<http://www.mountainviewdowntown.com/>

<http://www.mountainview.gov/downtown/mv-landing.html>.

Or contact our Economic Development Team at 650-903-6379.



UPCOMING EVENTS SUMMER 2008

July 2008: Hotel/Motel Summit

The City will be hosting a summit for existing hotel/motel owners and managers. This event will focus on environmental sustainability opportunities for the industry. For more information please email: j.vonborck@mountainview.gov

Mountain View Chamber of Commerce Business Mixer www.chambermv.org

June 11 @ 7pm, Custom Fitness, 650 Castro Street. Business Mixers offer two hours of power networking for Chamber members. Building relationships and making business connections at these networking events are key strategies to small business success.

General Plan Update

Mountain View is in the process of updating the General Plan, the road map used to guide future development in the City. The update includes an assessment of legal compliance with the current General Plan and a review of strategies for development used in other communities. The City Council received reports on these areas this past December. The next step in updating the General Plan is a 'visioning' initiative to

gather input from the local community about what the City should be like in the future. This Spring the City Council and City Staff began a series of public meetings to discuss issues related to the City's future direction. The purpose of the visioning process is to help the public identify key community goals and values that will inform revisions to the General Plan. Topics of discussion include:

What is the character of our City?

Where do we want growth in our community and what kind of growth do we want?

What areas and local characteristics do we want to preserve in Mountain View?

For more information about the General Plan and the community-wide visioning process, call the Community Development Department at (650)-903-6306.

JOIN US!! The first Community Visioning Meeting is scheduled from **9:30 a.m. to 12:30 p.m. on Saturday, June 7th** at the Mountain View Center for the Performing Arts, Second Stage. Refreshments and children's activities will be provided. Translation assistance will be provided in Spanish, Chinese and Russian.



VENTURE CAPITAL INVESTMENT—Q1 2008

Venture capital (VC) funding is an indicator of the job growth, health, and productivity of the local economy. The following summary provides insight into the economic growth experienced by Mountain View in comparison to Silicon Valley as a region.

In the First Quarter of 2008, Nationwide investments produced a total of \$7.1 billion in 922 deals. 18 Mountain View companies received VC funding totaling \$160 million, which represents 2% of the total Nation's VC funding for that quarter.

The following is a list of the [top 5 Mountain View companies](#) that received venture capital funding for the First Quarter of 2008.

1. [Complete Genomics, Inc.](#) \$26.5 million- Biotechnology
2. [PolyRemedy, Inc.](#) \$25 million—Medical Devices and Equipment
3. [Meraki, Inc.](#) \$20 million—Telecommunications
4. [Become.com, Inc.](#) \$18.5 million—Software
5. [Presto Services, Inc.](#) \$12.5 million—Consumer Products/Services

**"In Q1 2008,
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Connect with City Government!

As of March 25, City council meetings can be viewed live on your computer, laptop, or PDA device. You can also access an archive of previous Council meetings and view them on-line.

Environmental Planning Commission meetings are scheduled to be available in June. This is your link to government! The City's information Systems Division (using Granicus software and technology) will enhance access and improve the way residents get information on Mountain View. For updates visit: www.mountainview.gov/news/city

NEW OFFICE/R&D!

City Council approves two new TOD projects in the Ellis/Middlefield Area totaling 532,800 square feet of new Class A space.

On April 22 and May 9th, 2008, Mountain View's City Council approved two new office/R&D projects that together total over 1/2 million square feet. One of projects is located at 690 E. Middlefield Road and consists of a 340,000 square foot Class A building. The site was the former home of Hewlett Packard. The other project is located at 625-685 Clyde Avenue and will consist of two Class A office/R&D buildings at 96,400 square feet each.

Both projects will be implementing Transit Oriented programs and contributing to the development of related projects in exchange for higher Floor Area Ratios (0.50 FAR). As a result of these projects, Class C buildings will be replaced with more efficient LEED certified Class A space. For more details, please contact the Economic Development Team at 650.903.6379

THE CITY'S FIRST WEBCAST!



City of Mountain View

DOWNTOWN BROKER TOUR 2008

WEBCAST

In an effort to recognize and honor the sustainability movement sweeping Silicon Valley, the City of Mountain View's Economic Development Team held its annual Downtown Broker Tour via Webcast on Tuesday March 11, 2008. The event highlighted the Downtown's amenities, relocation and development incentives and available City Resources. In addition, available Commercial properties were also presented. If you were unable to tune into the event live, not to worry, you can view the event in the City's archives available on the following link:

http://mountainview.granicus.com/ViewPublisher.php?view_id=2.

Please contact us at econ.dev@mountainview.gov if you have any questions/comments.

Our Economic Development Team is proud to serve and assist Mountain View's businesses.

For Available Commercial Property
Throughout Mountain View- check out our web
site at www.mountainview.gov

CITY OF MOUNTAIN VIEW

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IMPORTANT LINKS

- Development Project Status List

www.mountainview.gov/civica/inc/displayblobpdf2.asp?BlobID=3222

- Available Commercial Property

www.mountainview.gov/city_hall/community_development/economic_dev/real_estate.asp

- Mountain View's Environmental Sustainability Program

www.mountainview.gov/services/learn_about_our_city/environmental_sustainability_program.asp

- NOVA—Workforce Development

www.novaworks.org

- Chamber of Commerce

www.chambermv.org

- Starting a Business

www.mountainview.gov/city_hall/community_development/economic_dev/starting_a_business.asp

PRIVATE SECTOR HELPS WITH EMERGENCY PREPAREDNESS



As part of a new program to bring together public and private sector resources in preparing for emergencies, Mountain View has joined the Critical Incident Protocol (CIP) program. Sponsored by the Department of Homeland Security and the University of Michigan, the program provides opportunities for local governments and businesses to meet and discuss how to work together during a disaster in the community.

The Fire and Police Departments have begun meeting with companies and businesses located in the City to inventory resources and determine how each participant can contribute during an emergency. More information and planning meetings are scheduled with the aid of staff from the University of Michigan. Once the CIP has been developed, the participants will continue to communicate regularly in order to keep the protocol up-to-date. If you are interested in learning more about the City's CIP program, please contact Lynn Brown , OES Coordinator, at 650.903.6365.